

Message Text

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SUBJECT: CLOSING 1975 "PHOTOGRAPHY USA" EXHIBITION

REF: A) ZAGREB 0755; B) ZAGREB 0764; C) ZAGREB 0771;

D) ZAGREB 0780

SUMMARY: "PHOTOGRAPHY USA" VISITED BY 282,555. HIGHLIGHTS:
PRESS REVIEW, OPENING DAY, AMERICA DAY, PRESIDENT TITO'S VISIT.
BOTH PHOTOGRAPHY WORKSHOP AND PRINTING AND GRAPHIC ARTS
CATALOGUE SHOW DREW LARGE NUMBERS OF INTERESTED PROFESSIONALS.
GREAT RESPONSE BY PUBLIC, PROFESSIONALS, AND BUSINESS
EXHIBITION DUE TO INTEREST IN HIGH LEVEL OF US TECHNOLOGY IN
PHOTOGRAPHY AND VISUAL COMMUNICATIONS.

1. ZAGREB FALL FAIR CLOSED SUNDAY, SEPTEMBER 21. US PAVILION
ATTENDANCE: 282,555.

2. PAVILION HIGHLIGHTS WERE PRESS REVIEW, SEPTEMBER 10
(REFTEL A) OPENING DAY VISIT BY PRIME MINISTER BIJEDIC,
SEPTEMBER 12 (REFTEL B); AMERICA DAY RECEPTION HOSTED BY
AMBASSADOR SILBERMAN AND HIS REMARKS, SEPTEMBER 13 (REFTEL C);
VISIT BY PRESIDENT TITO AND MADAME BROZ, SEPTEMBER 17 (REFTEL D).
VIP VISITORS SHOWED GREAT INTEREST IN EXHIBITION.

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3. PHOTOGRAPHY WORKSHOP REPEATED 6 TIMES DURING RUN OF

EXHIBITION AT US PAVILION VERY SUCCESSFUL IN DRAWING 125 TOP-FLIGHT PHOTOGRAPHERS FROM THROUGHOUT YUGOSLAVIA. INTEREST SUCH THAT MANY PROSPECTIVE PARTICIPANTS COULD NOT BE ACCOMMODATED BECAUSE OF LIMITED SPACE.

4. PRINTING AND GRAPHIC ARTS CATALOGUE SHOW, SUBJECT OF SEPARATE TELEGRAM, HOUSED IN THE US PAVILION ATTRACTED APPROXIMATELY 400 BUSINESS VISITORS DURING EXHIBITION'S RUN, OF WHOM 66 REGISTERED, MAKING 241 SEPARATE INQUIRIES CONCERNING INDIVIDUAL FIRMS.

5. MEDIA REACTION FAVORABLE: 11 ARTICLES HAVE APPEARED IN LOCAL PRESS, SOME WITH PHOTOS FROM PRESS KITS; LEADING CROATIAN ECONOMIC NEWSPAPER, "PRIVREDNI VJESNIK," PUBLISHED POST'S ENTIRE PRESS RELEASE ON EXHIBITION. PRESIDENT TITO'S VISIT TO US PAVILION GIVEN FRONT-PAGE COVERAGE WITH PHOTO BY ALL LEADING PAPERS AND EXTENSIVELY COVERED BY ZAGREB TV AND RADIO.

6. COMMENT. ALL REPORTS CLEARLY INDICATE EXHIBITION OUTSTANDING SUCCESS: GREAT PUBLIC, PROFESSIONAL, AND BUSINESS RESPONSE SHOW HIGH LEVEL OF INTEREST IN AMERICAN TECHNOLOGY IN FIELDS OF PHOTOGRAPHY AND VISUAL COMMUNICATIONS.

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